

## A STUDY ON EMPLOYEE ENGAGEMENT IN IT SECTOR

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### ABSTRACT

*The employee engagement is where the people should always engage in an organization. The employee should be connected to an organization in an attribute to their behavior. The employee should be motivated through an engagement in an organization. While working, the people should be active within the organization. The organizations should give due emphasize on the following three constructs such as intimacy, enthrall and participation to keep their employees engaged with work as well as with the organization. The main purpose of this study related to impact of employee engagement in IT sector. This study is an empirical study conducted to know the relationship between employee engagements.*

**KEYWORDS:** Employee Engagement, Organization Behavior, Work Engagement, Motivation & IT Sector

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### INTRODUCTION

The employee should stay connected with the organization with involvement, passion and innovation to the organizational activity. The employee performance is linked physically and emotionally to the progress of the organization. The employee engagement consists of two major parts, they are job related engagement and the other is organizational engagement. Employee character and talent to assist their company to succeed by providing discretionary services at the prompt time. A good relationship between employee and employer is necessary. Employee engagement in team and co-worker relationship is referred as a need that individuals possess and have rewarding interpersonal interaction with their co-workers. In any organization, the leader has to be supported by his subordinates and co-workers. This valuable support will persuade them to achieve the goal. The employee engagement is all about commitment towards the goals of the employer and involving completely for the growth of oneself and the organization.

### REVIEW OF LITERATURE

- V. Prabhakar & Reddy G (2016) founded that there is positive attitude of employees in that organization. The author concluded that significant association between employee engagement and demographic variable. The factors which are considered as the essential factors of employee engagement are organizational support, effective goal-setting, customized training.
- Sheetal Yadav and Kishore Kumar Morya (2019) revealed that employee engagement helps an organization to get discretionary efforts from their employees to provide the competitive edge to the organization.
- Solomon Markos and Sandhya Sridevi (2010) suggested organization to concentrate on employees to have

everything they need, to perform their job well, give employee training, strong feedback, incentive, focus on top performing employees in an organization.

- Yong Shee Mum et al. (2013) suggested that organization should develop strategy for human resource development. This paper suggested that the company increase profits through higher productivity and lower expenses and additional gain in taxation.
- Swarnalatha and Prasanna (2012) founded 10 strategies called “The 10 tablets” which keep employees to stay engaged in the organization for a longer period which includes providing training for employees to develop their skills, establish rewarding of good performance of employees, develop corporate culture that encouraged employees engagement in the organization.
- Alboudous and Altarawneh(2014) influenced employee engagement on normative, e-motive and continuance commitment. The author founded normative commitment is bigger than the e-motive commitment and continuance commitment.
- A. U. Makera et al. (2019) analyzed 150 data and tools used mean, standard deviation, correlation analysis and regression analysis. This paper conducted survey for non-academic staff of the universities in Nigeria. The author suggested to development of co-worker relationship among policy maker and private organization.
- Sivasubramanian and Rupa (2017) focused on the descriptive method in investigation an employee engagement. The author selected sample from an organization used simple random sampling technique. It analyzed both in primary and secondary data. The study concluded that the support given by the employer would work towards building of trust between employees and the organization.

### Objectives

- To study how people in IT sector are engaging their organization.
- To find the factors for employee engagement within an organization.
- To examine the impact of demographic profile to employee engagement.
- To analyze the association between work engaged to work motives

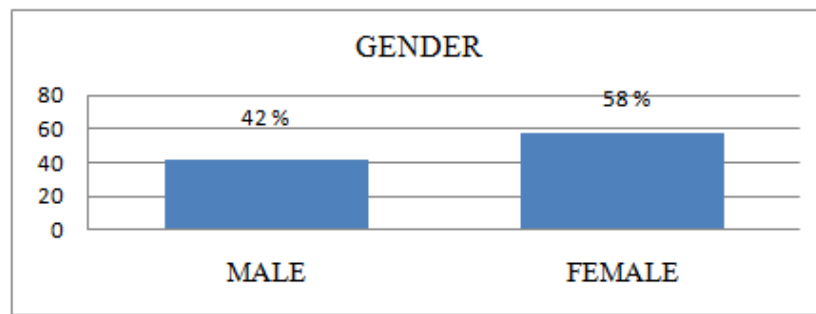
### RESEARCH METHODOLOGY

In this paper an empirical study was conducted and used structured questionnaire with 5 point Likert scale. Questionnaire was composed of two sections. First section being demographic variables and the second section being related to employee engagement. The sampling size of 50 and convenience sampling was adopted. The study was done using both primary and secondary data. Questionnaire was used to gather primary data and secondary data was used to source details from Journals, websites, books, etc.

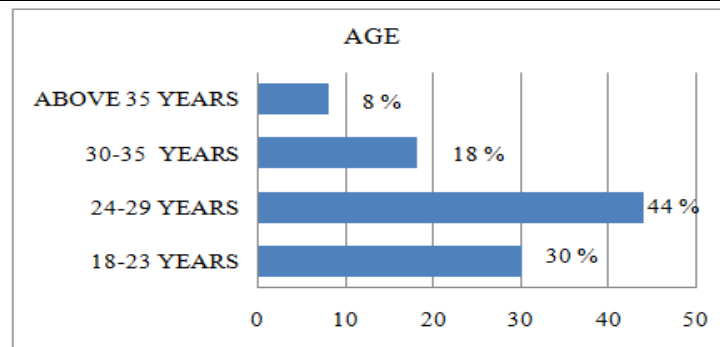
### Data Analysis

**Table 1: Percentage – Demographic Profile of Respondents**

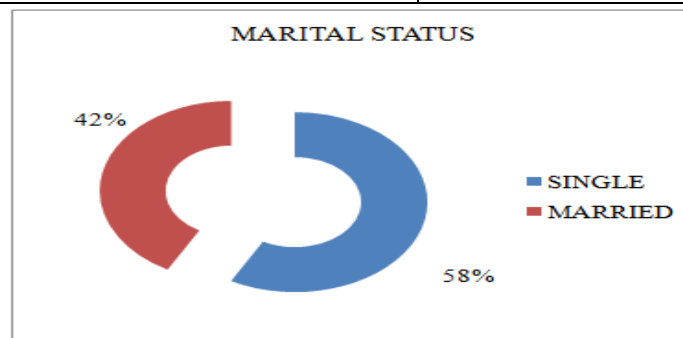
<b>Gender</b>	<b>No of Respondents</b>
MALE	21
FEMALE	29
<b>TOTAL</b>	<b>50</b>



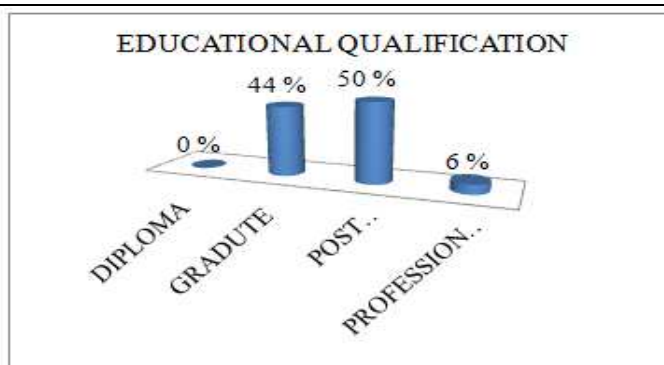
Age	No of Respondents
18-23 YEARS	15
24-29 YEARS	22
30-35 YEARS	9
ABOVE 35 YEARS	4
<b>TOTAL</b>	<b>50</b>



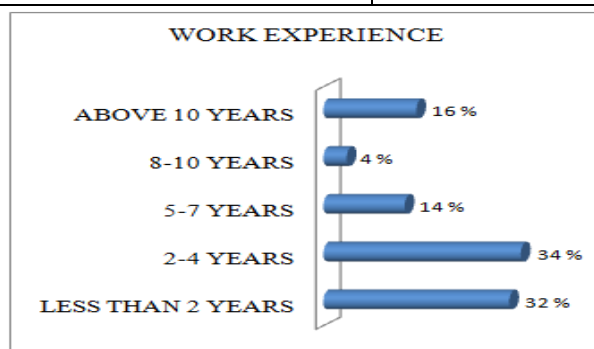
Marital Status	No of Respondents
SINGLE	29
MARRIED	21
<b>TOTAL</b>	<b>50</b>



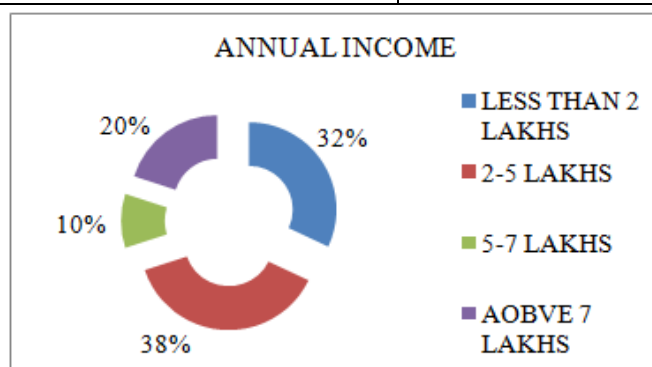
Educational Qualification	No of Respondents
DIPLOMA	0
GRADUTE	22
POST GRADUTE	25
PROFESSIONAL	3
<b>TOTAL</b>	<b>50</b>



Work Experience	No of Respondents
LESS THAN 2 YEARS	16
2-4 YEARS	17
5-7 YEARS	7
8-10 YEARS	2
ABOVE 10 YEARS	8
<b>TOTAL</b>	<b>50</b>



Annual Income	No of Respondents
LESS THAN 2 LAKHS	16
2-5 LAKHS	19
5-7 LAKHS	5
AOBVE 7 LAKHS	10
<b>TOTAL</b>	<b>50</b>



58% of respondents were Female. Majority of respondents are in the age group who belong to 24-29 years (44%). Most of the respondents were unmarried (58%). 50% of respondents completed post graduate. Most of the respondents had work experience 2-4 years (34%). Majority of the respondents earned annual income between 2-5 lakhs.

**Table 2: One-Way ANOVA**

Null Hypothesis	Significance value	Result
a. H <sub>0</sub> : There is no significant difference between age and retaining order	0.021	Rejected
b. H <sub>0</sub> : There is no significant difference between age and positive WOM	0.037	Rejected
c. H <sub>0</sub> : There is no significant difference between age and support to colleagues in absent	0.039	Rejected
d. H <sub>0</sub> : There is no significant difference between work experience and less break time	0.001	Rejected
e. H <sub>0</sub> : There is no significant difference between annual income and desire to go to work	0.039	Rejected

H<sub>0</sub>: There is no significant association between works engaged and work motives

H<sub>1</sub>: There is a significant association between works engaged and work motives

The above table shows that the demographic variables (age, work experience and annual income) influenced employee engagement variables. All null hypotheses were rejected and alternative hypotheses were accepted.

**Table 3: Chi-Square Test**

	Value	Degree of Freedom	Significance (2-sided)
Pearson Chi-Square	73.206 <sup>a</sup>	16	.000
Likelihood Ratio	35.534	16	.003

The above table shows that the significant level is .000, which is less than 0.05 level of significance, H<sub>0</sub> Rejected and H<sub>1</sub> Accepted. So there is significant association between works engaged and work motives.

## CONCLUSIONS & IMPLICATIONS

This study indicates that any organization is in need of sound employees where their engagement is indispensable with the growth of the organization. Further their engagement towards the unscheduled work reveals their connect with the organization which helps them to stand out among the various other rivals in their industry. Based on the analysis, it can be concluded that majority of the employees are willing to work in the IT sector with motivation as a factor that helped the organization to make them completely engaged in the work. The complete engagement would at times lead to deterioration of health both mentally and physically which has to be taken care by the organization as a reward from their side beyond monetary supplements where the value addition lies. There is scope in this area where further study can be made on investing and employing ideas on retaining their employees at higher level for the sustenance in the long run.

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## **AUTHORS PROFILE**



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